

MODERN METHODS OF NON-FINANCIAL INCENTIVES

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Every business owner and manager strives to organise labour processes to optimise its efficiency. At the same time, staff motivation plays a crucial part, as the company's performance largely depends on the extent to which employees perceive the importance of they are working on.

Motivation is the urge or desire to perform a certain action or achieve a certain goal. There are two types of motivation: financial and non-financial. Financial incentives include monetary payments (salary, bonuses, etc.) or gifts that encourage employees to work for results. Non-financial incentives are alternative forms of employee rewards without direct monetary compensation that increase employees' engagement with their work. Mostly, these are factors connected with the employee's work and personality. A number of methods are available, including career advancement, development opportunities, or even health insurance [1].

A number of scientists in different periods have put forward and proved their own theories of human motivation, and all these theories have their own truth, but nowadays even more theories of motivation have emerged. The most common methods of non-financial incentives [2]:

1. Providing opportunities for self-development - conducting trainings and seminars, research funding and workshops.

2. Career development opportunities: companies offer an internal development system that allows employees to upgrade their professional skills, gain new knowledge and experience.

3. Providing opportunities to work on meaningful tasks - this may include building confidence in employees and giving them full responsibility for projects and tasks. As a result, staff will feel that their role in the team is important and that they contribute to the common cause.

4. Providing teamwork opportunities: This can allow for sharing of ideas, cooperation and mutual support, thus increasing motivation and efficiency.

5. Using innovative technologies and facilities - social media, group chats, video calls and other tools to improve communication and teamwork. This became especially popular during the Covid-19 pandemic.

The world never stops progressing, so today's motivation methods even include modern technologies such as gamification, which allows creating a playful atmosphere in the workplace and offering employees to complete tasks as a game with appropriate rewards. Also, in recent years, a new method of non-financial motivation has emerged called "open day", during which employees can visit different departments of the company and learn more about the work of their colleagues. This can help promote cooperation between departments and generate new ideas.

Some of the biggest companies and organisations have their own vision of staff motivation. As we all know, Google, for example, has used the following methods of

non-financial motivation of employees. These methods include 20% of the working time allocated for creative projects, which gives employees the opportunity to work on their own ideas and projects; visits to sports zones at the office and the possibility of using massage chairs. In addition, Google allows employees to work remotely using video calls and other communication tools [3].

Apple Inc. provides its employees with a variety of non-financial incentives. The company strives to create a comfortable and challenging work environment where employees can develop their skills and abilities by taking courses, etc [4].

Regarding the experience of local business structures in developing non-financial motivation of employees, here is a look at the Ukrainian international company Laba, which positions itself as an educational platform. The company offers flexible working hours, the ability to work remotely, sick leave pay, discounts on its own products, and unlimited professional development opportunities [5].

In summary, modern methods of non-financial motivation can be effective in achieving high performance and employee satisfaction. Importantly, not all methods may be suitable for every company and every team, so the challenge is to research, experiment or even adapt incentives to reach maximum effectiveness.

Reference

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